

SUGGESTED ACTIVITIES FOR EXTENSION MARKETING PROGRAMS

Reserve

The responsibility of the Extension Service for marketing work in connection with the Research and Marketing Act of 1946 prompted the calling together of a group of marketing extension economists in Washington in September 1946. At that time recommendations were formulated and made available to the States regarding marketing activities as aids in strengthening marketing educational programs. Recently members of the economics staff have made further analysis and explanation of these recommendations as follows:

1. Interpretation and Dissemination of Marketing Information

- a. Make information fully available to farm people on the significance of short-time changes in market prices and receipts. Stimulate more effective use of market reports and crop and livestock estimates.
- b. Develop programs designed to keep farmers fully informed regarding the market outlook for agricultural commodities and changes that appear desirable in view of expected developments.
- c. Develop information for farmers concerning choice of markets, sales outlets, and alternative uses for their products.
- d. Help farmers develop a better understanding of price-making factors, including the general price level and general economic conditions that affect the price and market outlet for farm products.

2. Grading and Quality Programs

- a. Assist farmers in making economic appraisals of the importance of grading the various agricultural commodities and of producing with the view of providing quantity and quality in accordance with consumer demands.
- b. Familiarize growers with standards of quality and changes in grade standards which will more accurately reflect consumer preferences and the efficient utilization of agricultural products.

3. Processing, Packaging, and Merchandising

- a. Inaugurate programs necessary in keeping producers, processors, distributors, and consumers familiar with the implications and importance of such technological and service developments as changes in utilization, quick freezing, other improved processing, prepackaging, and self-service merchandising.
- b. Help farmers and marketing organizations adopt improved practices that are profitable.

4. Marketing Margins

- a. Bring about a better understanding by the public of the costs required in distributing agricultural products and means of reducing the price spread between the producer and consumer.

5. Marketing Efficiency

- a. Provide producers and handlers with adequate information to bring about the elimination of such uneconomic services as overlapping truck routes;



and the consolidation of marketing functions and agencies into more economical operating units.

- b. Assist in developing an understanding of the need for new and improved marketing facilities.
- c. Encourage and aid in making job analyses and interpreting work simplification programs in the field of agricultural marketing.
- d. Participate in the establishment of more equitable transportation rates and more efficient transportation services.

6. Cooperative Marketing and Purchasing

Maintain programs leading to a better understanding of the place of cooperative marketing and purchasing associations in the marketing system, essentials for their success, the principles on which they operate, their methods of performing services to farmers, and procedures to be followed in organizing and consolidating cooperatives where needed.

7. Consumer Education

Conduct programs and cooperate in consumer education for the more effective utilization and greater consumption of agricultural products in the movement of products into consuming channels at seasonal peaks, and the availability, care, and most economical use of the commodities.

8. Trade Barriers

Conduct educational programs for a better understanding of trade barrier problems.

9. International Markets

Conduct educational programs on the development and availability of foreign markets as greater outlets for farm products, and competition from foreign agricultural products.

10. Trends in Market Competition

Conduct educational programs to keep farmers informed concerning the implication of new production and marketing techniques, development of competing areas, and changes in consumer demand for products, packages, varieties, sizes, and grades.

11. Effectiveness of Extension Marketing Programs and Techniques

Study and appraise current methods and techniques in carrying on educational programs in marketing to determine the influence of such programs on producers, marketing agencies, and consumers.